

Message Text

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PAGE 01 STATE 162878

17

ORIGIN COME-00

INFO OCT-01 ARA-16 ISO-00 EB-11 RSC-01 /029 R

66617

DRAFTED BY: COMM/BIC/OED/DJONES

APPROVED BY: EB/OCA/REP:LAKLIEFORTH

COMM/BIC/OED/JMILLER/RLPRITCHARD

ARA/MEX RKING INFO

EB/OCA/BR NESVIG INFO

ARA/EP ECOHEN INFO

----- 005175

R 261950Z JUL 74

FM SECSTATE WASHDC

TO AMEMBASSY MEXICO

UNCLAS STATE 162878

E.O. 11652: N/A

TAGS: BEXP, MX

SUBJECT: FOREIGN BUYER GROUP - TEXPO '74

REF: A. 4401, B. 23966, C. 5911

1. COMMERCE APPRECIATES CANDID COMMENTS FROM EMBASSY REGARDING TEXPO '74.

2. AS EMBASSY AWARE, FOREIGN BUYER PROGRAM NEW AND OPERATIONAL PROCEDURES CONTINUALLY BEING DEVELOPED AND REFINED.

3. REGRET SOME MTA ATTENDEES SUBJECT SHOW DISSATISFIED. TEXPO WAS NOT PUBLICIZED BY SHOW AUTHORITIES AS MACHINERY SHOW. BROCHURES, INCLUDING MULTILINGUAL BROCHURE WITH SPANISH TRANSLATION, PRESENTED TEXPO AS BASICALLY A FABRIC AND TEXTILE FASHION SHOW.

4. TEXPO WAS SELECTED DURING EARLY PHASE FBP. USDOC AGREES WITH EMBASSY THAT PROMOTION OTHER INDUSTRY SHOWS MAY YIELD GREATER RESULTS EXPORT EXPANSION, PARTICULARLY THOSE PROVIDING ADEQUATE PRODUCT AND COMPANY INFORMATION IN ADVANCE. ALSO UNCLASSIFIED

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PAGE 02 STATE 162878

REALIZE EMBASSY PROMOTION TEXPO WAS HAMPERED BY DELAY RECEIPT

BROCHURES (REF C).

5. EMBASSY URGED CONTINUE MAKING SUGGESTIONS AND COMMENTS
LEADING TOWARD IMPROVEMENTS IN PROGRAM. IN ADDITION, WHEN
A GIVEN SHOW IS SELECTED FOR PROMOTION BY THE POST WE
INVITE EMBASSY GUIDANCE RE MARKET PECULIARITIES WHICH
MAY AFFECT EXPORTS OF U.S. PRODUCTS. INGERSOLL

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 26 JUL 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974STATE162878
Document Source: CORE
Document Unique ID: 00
Drafter: COMM/BIC/OED/DJONES
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D740204-0358
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19740713/aaaaalci.tel
Line Count: 68
Locator: TEXT ON-LINE, ON MICROFILM
Office: ORIGIN COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
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Previous Classification: n/a
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Review Authority: martinjw
Review Comment: n/a
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Review Event:
Review Exemptions: n/a
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Review Markings:

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30 JUN 2005

Review Media Identifier:
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Review Release Event: n/a
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Review Withdrawn Fields: n/a
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Type: TE
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